

### REMARKS

Applicants have amended Claim 11 to further differentiate Applicants' claimed invention from the cited prior art. Reconsideration of the application in response to the Examiner's Office Action is respectfully requested.

#### I. 35 U.S.C. §103

In the Office Action, the Examiner has rejected Claims 11-16 and 18 under 35 U.S.C. § 103(a) as allegedly being unpatentable over Eller et al., U.S. Patent 7,038,637 in view of Hunter, U.S. Patent 6,424,998.

Applicants respectfully disagree. However, to further patentably distinguish Applicants claimed invention from the cited prior art, Applicants have amended Claim 11. Claim 11 now claims:

An apparatus for a wireless electronic billboard commerce system comprised of:

a plurality of electronic billboards wherein each electronic billboard comprises:

a video display for showing a video stream;

a billboard computer adapted to process digital files to show on said video display as a video stream, said billboard computer is coupled to and controls said video display; and

a billboard antenna coupled to said billboard computer for transferring video data to said billboard computer;

a local Ethernet coupled to a global computer network, wherein said local Ethernet comprises:

a main computer to manage said local Ethernet;

a communication system to wirelessly communicate with the plurality of electronic billboards, wherein the communication system comprises:

a communication server coupled to the main computer system for storing data to transmit; and

a transmission antenna coupled to said communication server to transmit the data and receive transmitted data;

a web server coupled to the main computer for hosting a website accessible from the global computer network;

a database server coupled to the main computer, the database server comprising:

a registration system to allow a party to become a registered user of said wireless electronic billboard commerce system;

login system coupled to the registration system to allow registered users access to said wireless electronic billboard commerce system, wherein the login system will send a security alert to the main computer when a login ID and password are invalid multiple times within a predefined time frame to freeze an associated account;

an account system coupled to said login system to allow the registered user to view and update financial activity, billboard purchases, contact information, and billing information;

an ad creation system coupled to the login system for allowing said register user to create new video advertisements within said wireless electronic billboard commerce system to display on at least one of said plurality of electronic billboards; and

an access purchase system that provides a table of billboard information, said table of billboard information includes a listing of available locations, a listing of available time periods, and a listing of prices, said access purchase system searches a database to determine if said electronic billboard is available to display said advertisement at a requested location and a requested time;

a video advertisement stored as a digital file in the database server, said digital file is uploaded to said main computer through said global computer network, said main computer transfers said digital file to said communication system, said communication system transmits said digital file as a signal, said billboard antenna receives said signal, said billboard computer processes said signal, said billboard computer shows said signal on said video display as a video stream.

Applicants wireless electronic billboard commerce system has a local Ethernet coupled to a global computer network, wherein said local Ethernet has a main computer to manage said local Ethernet. The local Ethernet has a plurality of different servers. The local Ethernet has a communication system to

wirelessly communicate with the plurality of electronic billboards, a web server coupled to the main computer for hosting a website accessible from the global computer network; and a database server coupled to the main computer, the database server comprising a registration system to allow a party to become a registered user of said wireless electronic billboard commerce system; login system coupled to the registration system to allow registered users access to said wireless electronic billboard commerce system, wherein the login system will send a security alert to the main computer when a login ID and password are invalid multiple times within a predefined time frame to freeze an associated account; an account system coupled to said login system to allow the registered user to view and update financial activity, billboard purchases, contact information, and billing information; an ad creation system coupled to the login system for allowing said register user to create new video advertisements within said wireless electronic billboard commerce system to display on at least one of said plurality of electronic billboards; and an access purchase system that provides a table of billboard information, said table of billboard information includes a listing of available locations, a listing of available time periods, and a listing of prices, said access purchase system searches a database to determine if said electronic billboard is available to display said advertisement at a requested location and a requested time.

In contrast, neither Eller et al. nor any other reference cited by the Examiner disclose that the system has a local Ethernet comprising a plurality of servers and a main computer to manage

the local Ethernet. In contrast, as shown in Figure 4 of Eller, Eller has an ebillboard.net server direct connected to the internet and a billboard401.com server direct coupled to the internet. Eller does not use a local Ethernet to control and manage the plurality of servers.

Applicants' claimed invention has a login system coupled to the registration system. The login system allows registered users access to said wireless electronic billboard commerce system. The login system will send a security alert to the main computer when a login ID and password are invalid multiple times within a predefined time frame to freeze an associated account. In contrast, none of the cited prior art discloses the above feature.

Applicants' system further has an ad creation system coupled to the login system. The ad creation system ad creation system coupled to the login system for allowing said register user to create new video advertisements within said wireless electronic billboard commerce system to display on at least one of said plurality of electronic billboards. The Examiner contends that Eller et al. discloses an ad creation system. However, Eller only discloses that a prepackaged software system may be used or that a user may download from the billboard provider (see column 3, lines 40-44). The prepackaged software is software that a user must buy at a store such as Microsoft Photoshop and the like. This software is then loaded onto a user's computer or downloaded onto a user's computer. Nowhere does it disclose that the system has an ad creation system that forms a part of the login system that allows the register user to create new video

advertisements within the wireless electronic billboard commerce system. The prior art only discloses that the advertisement is created external to the wireless electronic billboard commerce system in a user's computer.

Applicants respectfully submit that the reasons stated above overcomes the Examiner's rejection under 35 U.S.C. § 103(a). Such action is earnestly solicited.

## II. Conclusion

Applicants respectfully submit that Applicant's claimed invention is deserving of patent protection because it describes a useful and functioning apparatus which is patentably distinguishable over the prior art.

In conclusion, Applicants respectfully submit that this Amendment Letter, including the amendments to the Claims, in view of the Remarks offered in conjunction therewith, are fully responsive to all aspects of the objections and rejections tendered by the Examiner in the Office Action. Applicants respectfully submit that he has persuasively demonstrated that the above-identified Patent Application, including Claims 11-16 and 18 are in condition for allowance. Such action is earnestly solicited.

If the foregoing does not place the case in condition for immediate allowance, the Examiner is respectfully requested to contact the undersigned for purposes of a telephone interview.

If there are any fees incurred by this Amendment Letter, please deduct them from our Deposit Account NO. 23-0830.

Respectfully submitted,



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